

**Anaheim Urban Greening Plan**  
**Urban Greening Planning Grant Program Application**

### **3. WORK PLAN**

#### **3.1 Project and Grant Administration**

The City's Community Services Department will manage the planning process including administration of the grant and coordination of all activities related to the Scope of Work. Duties include establishing contractual arrangements with the selected consultant, monitoring consultant work, participating in public forums, Urban Greening Planning Team meetings, internal staff meetings, assisting with interagency organization and coordination, reviewing deliverables, and processing invoices.

Deliverables	Documentation	Timeline for Completion
Quarterly reports/Final reports	Description of quarterly activities formatted to State requirements	Quarterly
Reimbursement requests	Documentation of expenses	Quarterly

#### **3.2 Engage Planning Consultant**

The City will issue a Request for Proposals (RFP) to select a planning consultant through a competitive process. The selected consultant will be engaged as a technical expert for the creation of the Anaheim Urban Greening Plan. The consultant will have expertise in leading a public planning process, including incorporating input from a variety of stakeholders (community residents, businesses, developers, and multi-jurisdictional agencies). The consultant will also have experience synthesizing data related to urban greening, and on a variety of topics, including energy use and emissions, transportation, park planning, economic development, and conducting needs assessments as required.

Deliverables	Documentation	Timeline for Completion
Develop RFP soliciting planning consultant	Request for proposals	October 2010
Release RFP	Required notifications	November 2010
Contract awarded to selected consultant	Consultant contract	December 2010

#### **3.3 Project Kick-Off**

The City will meet with the contracted consultant and key stakeholders to orient participants to the tasks and expected deliverables. During the meeting the team will develop a refined timeline for the project tasks, answer questions and exchange information, finalize goals and objectives, and define action steps. Team members will also provide the consultant with copies of all known documents, studies, and plans that contain urban greening elements. In addition, the team will create a Plan Outline that will serve as the Table of Contents for the Final Plan, in

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order to ensure that expectations are clear from the start of the planning process. The team will use the following draft Table of Contents as the starting point for developing the final Plan Outline:

#### Draft Table of Contents for Anaheim Urban Greening Plan

- Chapter 1: Introduction and Overview
- Chapter 2: Goals and Objectives of Plan
- Chapter 3: Urban Greening Needs Assessment
- Chapter 4: Community Input and Public Forums
- Chapter 5: Jurisdictions with Authority
- Chapter 6: High-Density Project Areas
- Chapter 7: Plant Palette
- Chapter 8: Proposed Projects by Zone/High-Density Area
- Chapter 9: Reducing Greenhouse Gas Emissions
- Chapter 10: The 20-Year Vision

Maps, charts, graphs, references, definitions page, etc. will all be included as appropriate.

Deliverables	Documentation	Timeline for Completion
Conduct Kick-off Meeting	Attendance List and Meeting Minutes	December 2010
Refine Timeline, Goals and Objectives Plan Outline	Final project timeline, list of goals and objectives, and Plan Outline	December 2010

### **3.4 Public Forums**

The City and Consultant will attend at least eight Neighborhood Council Meetings to conduct public forums during the planning process. There are four Neighborhood Councils within the City that represent many Anaheim residents. The first set of forums (one forum at each Neighborhood Council meeting for a total of four) will focus on introducing the public to the planning process and soliciting input from the community on needs and potential solutions. The second set of meetings (same format as the first set) will present the draft Anaheim Urban Greening Plan to community members and solicit comments and feedback. In addition, the City will host an Open House to present the plan to the public and allow for community input. The consultant will prepare poster board highlights of the plan, and City staff from multiple departments will be available to answer questions and obtain feedback.

Deliverables	Documentation	Timeline for Completion
Public Forums – Introduce Process/Solicit Ideas (4 meetings)	Pre-Meeting Flyers, Invitations and List of Community Comments	January 2011
Public Forums – Present Draft Anaheim Urban Greening Plan (4 meetings)	Pre-Meeting Flyers, Invitations and List of Community Comments	April 2011
Open House	Pre-Event Flyers, Invitations and List of Community Comments	May 2011

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**3.5 Urban Greening Planning Team / Interagency Coordination**

**3.5.1 Urban Greening Planning Team Meetings.** The City and consultant will host monthly meetings with key stakeholders including multi-jurisdictional agencies, non-profit and business organizations, and community representatives to synthesize public input and represent concerns and interests of various jurisdictions. The expected members of this Planning Team include one member from each of the four Neighborhood Councils, the County of Orange, Orange County Transportation Agency, Anaheim City School District, Orange County Water District, Kaiser Permanente, Health Care Agency of Orange County, Building Industry Association, Anaheim Beautiful, Southern California Edison, Disney, Trails4All, and the High Speed Rail Authority. The Urban Greening Planning Team will be charged with reviewing and approving drafts of the needs assessment, plant palette, and the Anaheim Urban Greening Plan.

**3.5.2 Bi-Weekly Meeting with City Staff.** The consultant will meet with representatives from participating City departments every two weeks to report on progress, obtain feedback, and request information and documentation. City staff members will provide updates on ongoing City planning processes and needs assessment initiatives.

**3.5.3 Quarterly Conference Calls with Agency Leadership.** The City's Project Manager will conduct quarterly conference calls with leadership from participating agencies to ensure that concerns and needs are addressed. The Project Manager will work with appropriate staff members from these agencies if the proposed plan calls for changes in ordinances or policies. These leadership conference calls are expected to be high-level coordination calls with decision makers. For example, the CEO or Planning Director for the Orange County Transportation Agency, the Executive Director of the Orange County Water District, the Regional Vice-President of Southern California Edison, etc. These quarterly conference calls are important to ensure that all agencies with a vested interest in land use within the City of Anaheim are fully aware of and can provide executive-level input into the urban greening plan being established.

**3.5.4 Attendance at Multi-Jurisdictional Public Meetings.** The City's Project Manager, or other Urban Planning Team member, will attend public meetings hosted by partnering agencies in order to update constituents on the progress of the planning process.

Deliverables	Documentation	Timeline for Completion
Urban Greening Planning Team Meeting	Pre-Meeting Invitations, Meeting Minutes	Monthly
Biweekly Meeting with City Staff	Meeting Agenda, Meeting Minutes	Biweekly
Quarterly Conference Calls with Agency Leadership	Call Agenda	Quarterly
Multi-jurisdictional Public Meetings	Meeting Agendas	As needed

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**3.6 Synthesize and Conduct Needs Assessment and Green Space Assessment**

The consultant will collect needs assessment and current planning documents completed by the City or other participating jurisdictions, and review the documents for assessment data related to the urban greening planning process. The consultant will work with the City to refine and update the assessment of green space, with a particular focus on the Platinum Triangle and Downtown Anaheim urban neighborhoods. The City and Urban Greening Planning Team will review the synthesis and determine if additional assessments are required.

Deliverables	Documentation	Timeline for Completion
Update of Green Space Assessment	Three full-color hard copies and one electronic copy	January 2011
Final Needs Assessment Report	Three full-color hard copies and one electronic copy	February 2011

**3.7 Develop Draft Plant Palette**

The City and consultant will engage representatives from the Planning, Public Works, Public Utilities, and Community Services Departments to refine a Plant Palette that will be included as part of the Anaheim Urban Greening Plan. The Plant Palette will include only native or California-friendly plants and trees, and will embrace the goals and objectives of the Urban Greening Plan. The City will submit draft Palette document for review by the State.

Deliverables	Documentation	Timeline for Completion
Completion of Final Draft Palette	Final Palette <i>Specifics:</i> 3 full-color hard copies of document and one digital copy.	March 2011

**3.8 Develop First Draft of Plan**

The consultant will utilize information from the needs assessments, public forums, Urban Greening Planning Team, and additional research to develop a draft plan for review by the public, key stakeholders, and the State.

Deliverables	Documentation	Timeline for Completion
Draft Plan for Public Comment	Plan shall include synthesis of assessment findings and baseline data, draft project location maps and descriptions sheets, prototype drawings, and implementation steps, project prioritizations, financing plan, and funding plan	April 2011
Revision of Draft Plan for State Review	3 full-color hard copies of document and one digital copy	April 2011

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**3.9 Completion of Plan**

Following the State review, the consultant will finalize the Anaheim Urban Greening Plan. The Plan will be presented to the Urban Greening Planning Team at the final team meeting. It is anticipated that some parts or all of the Anaheim Urban Greening Plan will be integrated into the City's General Plan; however, at the time of submitting this grant proposal, it is not clear if this will be an action item desired by the Mayor, Council Members, and City Manager. Therefore this action is not included as a deliverable below.

Deliverables	Documentation	Timeline for Completion
Completion of Final Anaheim Urban Greening Plan	6 color printed copies and 1 digital file in Microsoft WORD and PDF on CD, and Auto CAD version on CD of final project location maps and description sheets, prototype graphics and drawings, implementation steps, project prioritization, financing plan, and funding plan	May 2011

**3.10 CEQA Documentation**

The consultant will work with the City, key Anaheim Urban Planning Team members, and the State to determine if CEQA documentation is needed for the final plan and will complete the tasks necessary to ensure the CEQA process is completed. The City will absorb the cost of this activity and therefore no grant funds are requested for this task.

**Work Plan Remarks** *(questions are from pg. 7 of the Grant Guidance):*

**1. What are the goals and objectives of the proposed plan, including implementation (e.g. strategy, timeline, committee resources, municipal and partner support):**

The goal of the Anaheim Urban Greening Plan is to provide the City of Anaheim with a comprehensive guide for future Urban Greening development that focuses on creating a system of green corridors (pocket parks, bike paths, and trailways) to connect the entire City to both built-out and planned-for high-density urban areas, and to develop standards for future City and private development. The Work Plan outlines the objectives of the planning process, which include developing an extensive program for the meaningful involvement of the community and partnering organizations and agencies. The City has established an aggressive timeline for developing the plan, with the intent that implementation of the plan can begin in June 2011. The ultimate goal is to identify at least 100 acres throughout the City that can be used for urban greening projects and the reduction of greenhouse gas emissions consistent with the California Global Warming Solutions Act of 2006.